

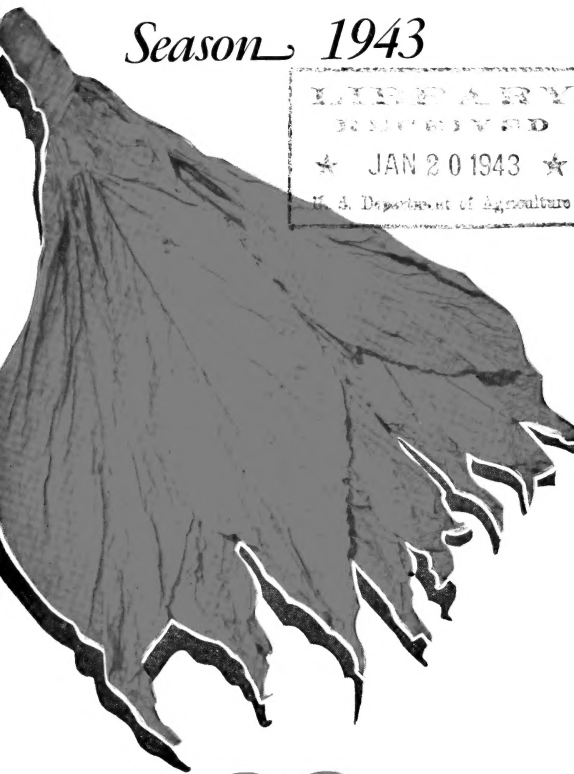
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COKER'S PEDIGREED TOBACCO SEED

Season 1943



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U. S. Department of Agriculture



Coker's Pedigreed Seed Company

THE SOUTH'S FOREMOST SEED BREEDERS

Hartsville, South Carolina

A Continuous Breeding Program Essential

We have been breeding bright, highest quality cigarette tobaccos for the past fourteen years—since 1928. This work was started by our late President and Founder, Mr. David R. Coker, when he was convinced of the very great need of such work and saw what contribution pure, well bred seed could make to the thousands of good tobacco growers. This select group was being unmercifully penalized by having to plant seed of unknown breeding and of doubtful performance. Tobacco is a most expensive labor consuming crop with which no chance of failure can be taken.

This breeding program was undertaken and organized to insure to growers seed of dependable, highly bred, pure, proven quality tobaccos. The performance of our pedigreed varieties proves that this has been accomplished. Test results show some to be superior to others in certain characteristics and growers have their preferences based on performance on their particular soil types.

While results obtained are most gratifying, the inbreeding and test program must be kept up or we would

lose that which we have striven so long and hard to accomplish. Tobacco is open pollinated; bees carry pollen from field to field. These hybrid plants are usually vigorous—stand out, and there is great danger of a grower who saves his own seed, selecting these hybrid plants, with dire results. Seed cost so little that a grower simply cannot take such a chance.

Perfection is never attained, but our breeders bend every effort to produce strains that approach perfection. Each new strain offered is a further approach to this goal. The most intensive breeding program is carried on with each of these tobaccos to strengthen still further their good characteristics and to eliminate every possible weakness.

Back of all of our strains are years of inbreeding and testing. Inbreeding piles up both the good blood and the bad. Those lines having lethal or undesirable characteristics were soon spotted and discarded. Our present pedigreed lines have concentrated and purified the good and desirable characteristics.

Breeding field of Coker's Mammoth Gold tobacco.



Coker's Pedigreed **Mammoth Gold** ***Strain 5***



Coker's Mammoth Gold Strain 5 is a superior new strain of this variety which came from a cross of Gold Dollar x Yellow Mammoth crossed back on Gold Dollar.

In our 1942 Tobacco Variety Test, Mammoth Gold Strain 5 made the best record of the eleven varieties tested, producing a net weight of 1,548 pounds per acre which sold for \$719.63. The gross weight was 1,554 pounds or a loss of only six pounds in trash, which is evidence of its remarkable uniformity resulting from years of in-breeding and selection. It is earlier in maturity than most other varieties and has unusual vitality.

Coker's Mammoth Gold produces most pounds per acre of any of our varieties and under normal conditions makes a high average quality of cigarette tobacco. This feature is especially desirable under present marketing conditions when the differential between grades is small and where most pounds per acre of cigarette tobacco mean most dollars per acre.

Mammoth Gold Strain 5 comes from the highest yielding, most desirable plants of Mammoth Gold Strain 4, and we consider it our best variety for all except the heaviest types of tobacco soils in the flue-cured belt.

DESCRIPTION

Weight: The best of the high quality cigarette types which we have bred or tested.

Curing: Easiest to cure of all of our pedigreed varieties. Holds its color better than other varieties and cures out to a rich lemon color.

Leaf: Long, rather broad; rounding out to a good tip.

Stalk: The stalks are medium to tall and the leaves are well spaced admitting ample sunlight.

Texture: The best. Waste or trash less than 10% with fair season and proper handling.

Disease Resistance: Best of any strain or variety we have offered.

Adaptability: As widely adaptable as Gold Dollar.

Season: Matures a week to ten days earlier than most other varieties.

PRICES: \$2.00 per oz., \$14.00 per half pound; \$26.00 per pound, postpaid.

Top: Typical plant of Coker's Mammoth Gold. Note vigorous growth, size and shape of leaves, well spaced to permit uniform ripening. Bottom: These fine baskets of Mammoth Gold tobacco were produced by Joe Collins, Florence County, S. C., shown on left in photo. George Weatherford on right. Mr. Collins says, "Mammoth Gold combines good weight with quality."

Coker's Pedigreed

Gold Dollar

Strain 13

Our Gold Dollar Strain 13 is very similar in type, quality and habits of growth to the recent strains which we have offered. This variety has been inbred for more than a dozen generations in order to maintain and improve the good qualities of Gold Dollar and to furnish our customers with a dependable, uniform, widely adaptable cigarette tobacco.

Strain 13 comes from the most outstanding plants of the parent strain which have proven their superiority through the careful analysis and scientific tests of our tobacco experts. It is of remarkable uniformity, which results in a low percentage of trash or waste. It is perhaps the most widely planted variety in the flue-cured area extending from Southern Virginia to Northern Florida, which is evidence of the results it is giving.

DESCRIPTION

Weight: Among the best of high quality cigarette types.

Curing: Easy to cure, very few blue butts.

Texture: Excellent.

Stalk: Medium to tall; leaves well spaced, admitting maximum sunlight and insuring uniform ripening.

Leaf: Long, rather broad; fills out to a good tip.

Uniformity: Probably the most outstanding characteristic of this tobacco. Resulting from long years of inbreeding and selection, Gold Dollar Strain 13 is remarkably uniform in size and shape of leaf, height of plant and time of ripening.

Waste or Trash: Minimum, less than 10% with fair seasons and proper handling.

Adaptability: Will give good results on practically every type of tobacco soil in the flue-cured belt from Virginia to Florida.

Gathering: Can be left longer in the field after yellowing with less burning than many other varieties.

Packing: Bulks down with less danger of "reddening" than most other varieties.

PRICES: \$1.00 per oz., \$7.00 per half pound; \$13.00 per pound, postpaid.

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CAUTION: Growers of Coker's Mammoth Gold, Gold Dollar, Yellow Mammoth and Jamaica Wrapper are cautioned to permit these varieties to ripen fully before gathering. When the tobacco leaf is fully ripe and ready to pull, all of the veins and fibers will show a white or transparent color when the leaf is examined looking toward the sun. These varieties usually require a slightly longer yellowing period during the process of curing.

Top: Coker's Gold Dollar tobacco growing in our 1942 Tobacco Variety Test. This plot averaged \$691.63 per acre. Bottom: C. F. Price, successful farmer of Marion County, S. C., and his tenant, Abraham Kennedy, are well pleased with their sales ticket on this lot of Gold Dollar tobacco.



Coker's Pedigreed **YELLOW MAMMOTH**

In our 1942 Tobacco Variety Test, Coker's Yellow Mammoth stood near the top with a gross yield of 1,380 pounds per acre, and a net weight of 1,375 pounds, which sold for \$669.20.

This variety cures out to a dark lemon or bright orange and combines good weight with quality. It has medium-long leaves, broad and well filled out at the tip—well spaced and of uniform ripening. It is a desirable bright tobacco especially well suited for heavy to medium sandy loam soils.

For tobacco farmers who are partial to the Yellow Mammoth variety, we offer this 1942 strain which we believe to be equal in quality to those available anywhere, and backed by eleven years of breeding.

PRICES: \$1.00 per oz., \$7.00 per half pound; \$13.00 per pound, postpaid.

One of our isolated tobacco seed fields. All plants are inspected and those not measuring up to our standard of development and quality are not permitted to produce seed.



Coker's Pedigreed **JAMAICA WRAPPER**

Our Pedigreed Jamaica Wrapper is a distinct improvement on the general strain and our breeding work on this variety dates back to 1929. In our variety test that year, Jamaica Wrapper led its nearest competitor by \$74.49 per acre and Coker's Pedigreed Jamaica Wrapper is a product of 10 years scientific breeding and selection from that stock. The leaves are long, rather broad, well spaced, insuring uniform ripening, less inclined to disease and cures a bright yellow.

Our Pedigreed Jamaica Wrapper made a net weight of 1,450 pounds per acre in our 1942 Variety Test, which sold for \$663.35.

Our Jamaica Wrapper has a finer texture and cures a more uniform color on both sides of the leaf than its parent strain.

PRICES: 85 cents per oz., \$6.00 per half pound; \$11.00 per pound, postpaid.

Seed heads in one of our tobacco breeding fields bagged to prevent mixing.



Coker's Pedigreed **VIRGINIA BRIGHT LEAF**

Coker's Virginia Bright Leaf has shown up best on medium to lighter grades of tobacco soil. We do not recommend its planting on heavier clay soils because of its tendency to produce a darker color there.

Virginia Bright Leaf produces cigarette type tobacco of good quality, but fewer pounds per acre than some of our other varieties. This variety is most popular in the eastern section of the flue-cured belt.

PRICES: \$1.00 per oz., \$7.00 per half pound; \$13.00 per pound, postpaid.

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Purity Safeguarded

Through the entire process of breeding, growing and harvesting, our tobacco seed receive the personal supervision of expert plant breeders and experienced tobacco men. Grown in isolated fields from seed produced on carefully bagged plants, the varietal purity of our seed is unquestionable.

This fine field of Mammoth Gold tobacco was produced by C. E. Byrd, leading Darlington County, S. C., farmer.

Coker's Pedigreed **BONANZA**

Coker's Pedigreed Bonanza is an excellent tobacco of medium size with well spaced leaves. On sandy loam soils—the type for which it is especially well suited—it usually combines good weight with quality. The Bonanza on which we began our breeding work in 1928 was a fair cigarette type but had a tendency towards a red color. This undesirable feature has been largely eliminated. The leaves are long and of medium width—quite different from the old narrow leaf type we started with—and cures easily to a good orange color.

Coker's Pedigreed Bonanza is popular in the bright belt of Florida where it has made a splendid record. It is also successfully planted in certain sections of Georgia and South Carolina.

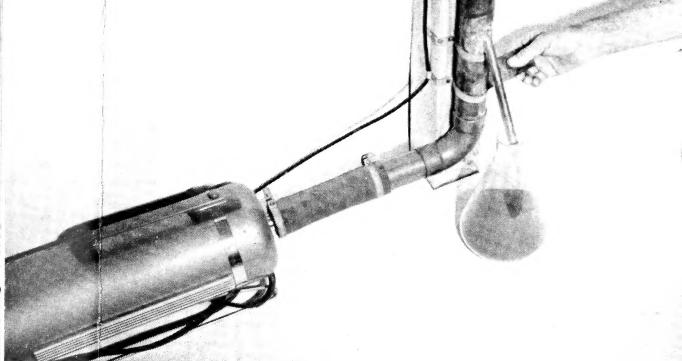
PRICES: 85 cents per oz., \$6.00 per half pound; \$11.00 per pound, postpaid.

J. H. Dixon and Mr. Alford of Neal and Dixon's Warehouse in Mullins, S. C., examining some quality tobacco grown from Coker's pedigreed seed. Mr. Dixon, who is one of the South's leading warehousemen with many years of experience, says that Coker's tobacco seed are being widely used throughout his territory and are giving good results.





After the seed have been carefully screened, they are put through the air blast cleaner shown above which separates light weight, undeveloped seed and trash from the plump, heavy seed.



Close up view of air blast cleaner showing accurate device for adjusting air blast.

How our tobacco seed are handled

The tobacco seed which you plant can be the cheapest or the most expensive item in your crop. Is it wise to take chances with a crop which can be worth \$500.00 or more per acre, by planting seed of doubtful origin or careless handling because they can be bought for a few cents less per acre?

The best pedigreed seed from the most reliable sources can be bought for not more than 25¢ to 50¢ per acre—about the present value of a pound of average tobacco.

In addition to the painstaking, careful, scientific breeding program and years of inbreeding (bagging) through which our varieties must pass before they are offered for sale, we give our sales stock of tobacco seed the best care and handling possible.

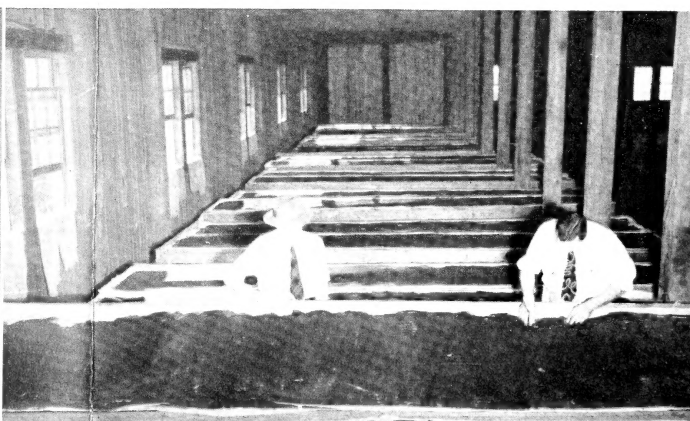
The photographs on this page furnish striking illustration of the methods we use in assuring you of a high quality product. The steps are as follows:

1. Seed are grown in isolated seed fields, plants are watched closely and all off types are eliminated. Lower limbs are removed from seed heads and suckers kept removed even after tobacco is gathered.

After treating, seed are washed thoroughly with large quantities of water in cloth covered vats.



Next they are spread out in a thin layer on drying racks. This drying period usually requires about two weeks.





Here is a nice lot of Coker's pedigreed tobacco seed which have been sifted once and cleaned twice on air cleaner.

2. When the seed pods are all mature, the heads are gathered by hand, threshed on a small threshing machine and seed spread out to dry. This drying process usually requires about ten days.

3. The dried seed are sifted by hand to remove the larger trash and are then put through an air blast cleaner to remove smaller trash, dust and light, immature seed.

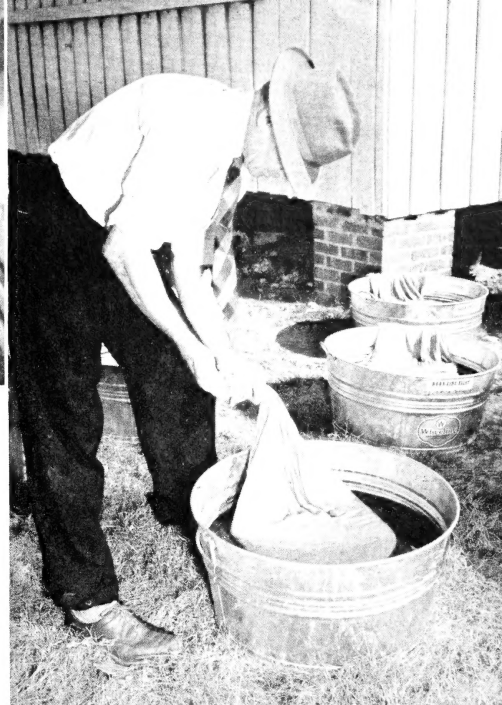
4. The next step is treating the seed with a solution of formaldehyde and water, soaking them from eight to ten minutes, then washing thoroughly in open, cloth covered vats with large quantities of water. Great care must be taken in preparing the solution, in timing the treatment and in washing in order to avoid damage to the seed.

5. The treated seed are then spread in a thin layer on racks to dry, which usually requires about two weeks.

6. When the seed are thoroughly dry, they are sifted by hand and again run through the air blast cleaner. This process is repeated until only the large, plump, healthy seed remain and all foreign matter and trash removed.

7. Next comes the packing in one ounce, spill-proof cardboard containers, which are labeled with the name of the variety and our Red Heart trademark—your guarantee of quality and purity.

Recleaned treating tobacco seed greatly enlarged. Note that only plump, healthy seed remain. All light weight seed and trash are removed.



The next step is the treating of the seed with a solution of Formaldehyde and water. Great care must be taken in preparing solution and timing treatment to avoid damaging the seed.

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Final product—a spill-proof ounce container of Coker's pedigreed tobacco seed, labeled with name of variety and our Red Heart trademark—your guarantee of purity and quality.



SUGGESTIONS TO TOBACCO GROWERS FOR THE 1943 CROP

By H. A. McGEE

Tobacco growers have a definite responsibility in the farming program for 1943. We are faced with a probable increase in demand for cigarette tobacco, a demand for food and feed crops and this in face of a labor shortage ever growing more acute.



MR. H. A. MCGEE
S. C. Extension Tobacco
Specialist

The Bureau of Agricultural Economics has this to say, "Between the calendar year 1940 and 1941 the manufacture of cigarettes showed one of the sharpest rises on record, and further increases are taking place in 1942. Rising consumer income and the increased number of men in the armed forces are the chief reasons."

OUTLOOK FOR 1943 PRICES GOOD

The outlook for prices in 1943 is just as good as it was in 1942 and each farmer is going to have to decide for himself what he is going to do about his tobacco acreage. We are going to be asked to raise at least as much tobacco in 1943 as we did in 1942 and we are also going to be asked to grow as much food and feed crops as we possibly can. This, then, is going to make it more desirable than ever before for us to cut all the corners we can and make our labor and equipment go as far as possible. With this in mind let's think about a few things we can do to save and, if possible, reduce our labor outlay in 1943, and at the same time produce the crops expected of us.

SUGGESTIONS ON SAVING LABOR

By early preparation of plantbeds we not only save time but we stand a much better chance of producing an abundant supply of good strong plants. Prepare plantbeds several weeks ahead of sowing time.

Secure good seed for planting. In this connection it might be well to advise against the all too common practice of jumping from one variety to another. One farmer in a neighborhood produces an extraordinary good crop and too many others want to plant that same seed next time. Let the Experiment Stations and reliable Seed Breeders test out varieties for you and don't take a chance with any seed of uncertain or unreliable origin.

BED OUT TOBACCO LAND EARLY

Bed out tobacco land this fall or early this winter. This can be done with a very small outlay of labor and will put the land in condition to produce a maximum crop of tobacco. After the land is bedded do not disturb it again until you are ready to put out the fertilizer. Then open a furrow on top of the bed, put in the fertilizer, stir with a bull-tongue or small shovel plow and then ridge back and plant. Immediately after transplanting the middles should be run out and the beds built back. After this operation is completed, attend to re-planting and getting a stand. Leave off cultivation just as long as you can after transplanting. The tobacco will grow off faster if left alone and much time and labor will thereby be saved for other important work.